

*The 115th edition of the Show closes today at Veronafiere
Next appointment: 31 January-3 February 2024*

**THE SECTOR GETS GOING AGAIN AT FIERAGRICOLA:
68,000 PROFESSIONAL OPERATORS FROM 80 COUNTRIES OVER FOUR DAYS OF BUSINESS**

Exhibitors expressed satisfaction (see all the interviews on the Fieragricola Youtube channel) for the event, postponed from January to March, which rewarded the profiled national and international incoming management formula.

Verona - 5 March 2022. The 115th Fieragricola closes today at Veronafiere. Over these four days, the biennial international to exhibition agriculture - postponed from January to March because of the ongoing pandemic - nevertheless posted 68,000 professional operators from 80 countries.

Thanks to more than 520 exhibitors, the agricultural world got going again in Verona. The crossways yet specialized format this year focused especially on digital farming and agro-energy.

Organized delegations of top international buyers from 29 target countries attended the Agricultural Show in Verona thanks to incoming initiatives by Veronafiere and ICE Trade Agency, funds from the Ministry of Foreign Affairs and the collaboration of Federunacoma.

72% of international operators come from Europe, 12% from Africa, 11% from Asia and 5% from America.

"We witnessed the first edition of Fieragricola of the Future," said **Giovanni Mantovani**, CEO of Veronafiere, "revealing the nature of redesigned, revitalized and updated content set in a context of leadership as regards major issues in the European agricultural debate.

The result of such qualified attendance by professional operators is the outcome of a well-designed incoming policy, thanks to which almost 70,000 buyers and professional operators with a strong interest in investing in new technologies turned up at Veronafiere. Another very interesting fact is international attendance from many target areas, such as Europe and Eastern Europe, North Africa (Morocco, Tunisia and Algeria), India and Turkey and Central-South America, where we already operate through our subsidiary companies. Inasmuch, the Show confirmed its status as a highly rewarding, business-oriented event for exhibitors, not the least thanks to a format with even more innovative content and a focus on digital and bioenergy topics. Fieragricola is a project that is now on the move again with great enthusiasm."

In addition to b2b meetings, dynamic tests of agricultural vehicles and livestock competitions, Fieragricola also ensured ample space for debate involving institutions, exponents in the supply chain, companies, young people and agricultural organizations, with opportunities for get-togethers and professional updating - not to mention more than 120 conferences and workshops scheduled over the four exhibition days.

Issues of major current interest were in the forefront, such as the CAP reform, increased prices of raw materials, the strategic autonomy of food production, generational turnover and digitization in agricultural companies, action to combat climate change and economic, environmental and social sustainability.

The international status of the event was again confirmed this year with the International Summit dedicated to the 60th anniversary of the Common Agricultural Policy which inaugurated the Show 1 March. It was attended by the President of the European Parliament, Roberta Metsola, who defined the Fieragricola as a "source of inspiration for coming generations of farmers".

Despite the winds of war, operators from all over the world attending the four days at Fieragricola witnessed how agriculture is an important bridge for dialogue between peoples.

"We all share the responsibility for cultivating growth and peace and, in this context, the Common Agricultural Policy has contributed towards building a Europe 'united in diversity' for 60 years. If we want a stronger Europe, we must seek to develop our agricultural roots, bearing in mind the needs of our own time as well as those of the future concerning food, economic and social sustainability," said the President of Veronafiere, **Maurizio Danese**.

The next edition of Fieragricola is scheduled 31 January-3 February 2024.

Watch the interviews with exhibiting companies on **YouTube**: <https://www.youtube.com/user/FieragricolaVerona>.
www.fieragricola.it

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Fieragricola - 115th International Agricultural Technologies Show

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